

ORDER



Orders	Order / Rev:	69065				
	Alt Order #:	/Brad				
	Product Desc:	Romney				
	Estimate:	1317 - AC PA TV				
	Flight Dates:	10/31/12 - 11/02/12		Primary AE:	Millennium Washington DC	
	Original Date / Rev:	10/30/12 / 10/30/12		Sales Office:	MNAT	
	Order Type:	GENERAL		Sales Region:	National	
Agency		Name:	Crossroads Media			
		Buying Contact:			Billing Type:	Cash
		Billing Contact:			Billing Calendar:	Broadcast
		66 Canal Center Plaza			Billing Cycle:	EOM/EOC
		Alexandria, VA 22314			Agency Commission:	15%
Advertiser		Name:	American Crossroads			
		Demographic:	A35+		New Business Thru:	
		Product Codes:	Issues/Propositions		Order Separation:	00:15:00
		Priority:	P-1		Advertiser External ID:	
		Revenue Codes:	AGY, POL-ISS, GEN		Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/02/12	57	\$40,275.00	\$34,233.75		November 2012	57	\$40,275.00	\$34,233.75	0.00
					Totals		57	\$40,275.00	\$34,233.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
WHP-TV CBS21	25%	\$40,275.00
Market	100%	\$161,100.00

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	75%	\$120,825.00
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/31/12	11/02/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	-- 111 --	:30	3	\$325.00	P-1	0.00	NM	3	\$975.00
N 2	WHP	10/31/12	11/02/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	-- 111 --	:30	3	\$325.00	P-1	0.00	NM	3	\$975.00
N 3	WHP	10/31/12	11/02/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	-- 111 --	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
N 4	WHP	10/31/12	11/02/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	-- 111 --	:30	3	\$150.00	P-1	0.00	NM	3	\$450.00
N 5	WHP	10/31/12	11/02/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	-- 111 --	:30	3	\$350.00	P-1	0.00	NM	3	\$1,050.00
N 6	WHP	10/31/12	11/02/12		CM	6:00 AM-6:30 AM	-- 111 --	:30	3	\$275.00	P-1	0.00	NM	3	\$825.00

Order / Rev: 69065
Alt Order #: /Brad
Flight Dates: 10/31/12 - 11/02/12

Advertiser: American Crossroads
Product Desc: Romney
Estimate: 1317 - AC PA TV

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6a-/a News CBS 21 News at 6a (6:00 AM-6:30 AM)															
N 7	WHP	10/31/12	11/02/12	CBS This Morning CBS This Morning	CM	7a-9a	-- 111--	:30	3	\$150.00	P-1	0.00	NM	3	\$450.00
N 8	WHP	10/31/12	11/02/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	-- 111--	:30	3	\$450.00	P-1	0.00	NM	3	\$1,350.00
N 9	WHP	10/31/12	11/02/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	-- 111--	:30	3	\$150.00	P-1	0.00	NM	3	\$450.00
N10	WHP	10/31/12	11/02/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	-- 111--	:30	3	\$500.00	P-1	0.00	NM	3	\$1,500.00
N11	WHP	10/31/12	11/02/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	-- 111--	:30	3	\$275.00	P-1	0.00	NM	3	\$825.00
N12	WHP	10/31/12	11/02/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	-- 111--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
N13	WHP	10/31/12	11/02/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	-- 111--	:30	3	\$325.00	P-1	0.00	NM	3	\$975.00
N14	WHP	10/31/12	11/02/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	-- 111--	:30	3	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
N15	WHP	10/31/12	11/02/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	---- F--	:30	1	\$2,950.00	P-1	0.00	NM	1	\$2,950.00
N16	WHP	10/31/12	11/02/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	-- 111--	:30	3	\$450.00	P-1	0.00	NM	3	\$1,350.00
N17	WHP	10/31/12	11/02/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	-- 111--	:30	3	\$375.00	P-1	0.00	NM	3	\$1,125.00
N18	WHP	10/31/12	11/02/12	Thu Reg 2 Thu 9p-10p	CM	9p-10p	--- T--	:30	1	\$4,500.00	P-1	0.00	NM	1	\$4,500.00
N19	WHP	10/31/12	11/02/12	CBS Evening News CBS Evening News	CM	630p-7p	-- 1- 1--	:30	2	\$1,500.00	P-1	0.00	NM	3	\$3,000.00
Spot	Ch	Date Range	Description		Start/End Time		Weekdays	Length		Rate	Rtg	Type			
1	WHP	10/31/12-11/02/12	CBS Evening News See MG 19.3,19.4,19.5 [Program Change]		630p-7p		-- W- F---	:30		\$1,500.00	0.00	NM			
2	WHP	10/31/12-11/02/12	CBS Evening News See MG 19.3,19.4,19.5 [Program Change]		630p-7p		-- W- F---	:30		\$1,500.00	0.00	NM			
3	WHP	10/31/12-11/02/12	Fri Reg 2 MG for 19.2,19.1 [MG within Flight]		9p-10p		----- F---	:30		\$2,300.00	0.00	NM			
4	WHP	10/31/12-11/02/12	M-F 1230p-2p MG for 19.2,19.1 [MG within Flight]		1230p-2p		-- WThF---	:30		\$350.00	0.00	NM			
5	WHP	10/31/12-11/02/12	M-F 1230p-2p MG for 19.2,19.1 [MG within Flight]		1230p-2p		-- WThF---	:30		\$350.00	0.00	NM			
N20	WHP	10/31/12	11/02/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	-- 111--	:30	3	\$275.00	P-1	0.00	NM	3	\$825.00
N21	WHP	10/31/12	11/02/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	-- W---	:30	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00

Totals 57 \$40,275.00